The Junior League of Richmond, founded in 1926, is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through effective action and leadership of trained volunteers. The Junior League of Richmond reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.
Dear Members and Friends,

As I write to you for the last time as President of the Junior League of Richmond, we are in the middle of the Presidential convention season. One message I have heard consistently from both parties is the importance of service. I won’t tell you my vote for President, but I vote every year for the Junior League of Richmond as my charitable organization of choice. I vote with my hours of service and with my monetary gifts. And I am thrilled that thousands of you have similarly cast your votes for JLR as well!

This has been a tremendous year for the League as we endeavored to make our mission live and breathe. Please allow me to share a few highlights.

Promoting Voluntarism
Over 100 New Members joined the League this year. In embracing our mission, they planned and executed the 2nd annual Kids in the Kitchen event as their culminating volunteer service project. We are fortunate to have such talented women joining our organization.

But they weren’t the only ones having fun this year. One thing that makes the Junior League of Richmond unique in the non-profit world is our ability to help members form enduring friendships with each other. Our Active and Sustaining members created new bonds and strengthened old ones through membership meetings, cultural events, and a variety of social activities.

Developing the Potential of Women
Over 300 members completed advanced training through the Training Institute for Leadership Impact to increase their capacity to serve and lead. Course offerings included: Servant Leadership, Birkman Insights, Speaking with Clarity, Coaching for Performance, Community Voluntarism, and on-line Non-Profit Financial Management training. We also started to take our training on the road, sharing our courses with sister Leagues and other community non-profits.

Improving Communities
Our Sustaining members led the way in community service this year. They organized and completed projects at the Fan Free Clinic and the Southside Child Development Center. They exemplified our theme for the year: League for Life.

Our Community Council leaders planned a full twelve months of community work, and our members really delivered. We kicked off with our partnership with the YMCA Bright Beginnings back to school shopping nights. We continued with activities throughout the year at local elementary schools and community centers. We brought the love of art and reading to 450 children and their parents. And we continued our strategic partnership with the Southside Child Development Center through the efforts of our Community Response Team.

Our members also participated in a year-long conversation about the direction of our future community efforts. They decided that all our work should educate or empower, and they selected three main focus areas: children, youth and families; education and literacy; and violence prevention and intervention.

Reaching Out
Through our Training Institute, we piloted a new course: Leading with Inclusion. The League has always embraced the challenges and blessings of a diverse membership and a diverse community, and we strive to grow in this area each year.

An important part of reaching out is telling our story in the community. This year we started a special emphasis on branding and increasing our visibility through a comprehensive communications strategy.

Of course, all of the accomplishments listed above would not have been possible without your generous donations and a full calendar of successful events. Many of you supported the League through your attendance at these events, and we hope to see you again next year. You felt like a kid again at our 2nd annual Touch a Truck event; you rediscovered the love of learning at our 4th annual Junior Book and Author event; and you celebrated the written word and those amazing authors who put pen to page at our 63rd annual Book and Author Dinner. And I would like to extend a special “thank you” to all our corporate sponsors who generously supported these events.

As our members know, I am a big fan of quotations. One of my favorite quotes that I shared with our members this year is from President Bill Clinton’s book, Giving: How Each of Us Can Change the World.

“The modern world, for all its blessings, is unequal, unstable, and unsustainable. And so the great mission of the early twenty-first century is to move our neighborhoods, our nation, and the world toward integrated communities of shared opportunities, shared responsibilities, and a shared sense of genuine belonging, based on the essence of every successful community: that our common humanity is more important than our interesting differences.”

His words remind me of our members, donors, and community partners who have made a commitment to giving and to creating a community of belonging. Thank you for joining us in this effort.

Kathleen Radford Demro
President, 2007-2008
The Junior League of Richmond continues to amaze me – the power of a group of committed women! My vantage point as executive director for nine years has allowed me to closely chart the progress of the League. I also enjoy watching our new members begin their journey in the League, discover their individual talents and take on leadership roles. One woman, in particular, that I’m thinking of now is Kathleen Radford Demro, our president for the past year. Watching Kathleen with her quiet, effective leadership style was very rewarding. And, like those who have gone before her, she accomplished so much in the period of one short year. She built on the accomplishments and initiatives of those before her. It is a feather in the League’s cap that an organization run by volunteers with one-year roles is so strong and has moved so far. Each year, with the training and hands-on experience that our members receive, we are providing more experienced volunteer power and capacity to our community. Kathleen is a shining example.

Another year of so many thanks to our community partners! Our corporate community was generous throughout the year. Our thanks to Liesfeld Construction for once again being the title sponsor of the 2nd Annual Touch A Truck event. In addition to their monetary support, Liesfeld supplied most of the ‘heavy-lifting’ vehicles that the children love. And, with those wonderful trucks come such caring, child-loving drivers! Thank you! Going chronologically through the year we come next to Junior Book & Author and our thanks for the wonderful sponsorship of First Market Bank/Ukrop’s Super Markets which makes this literacy event accessible to children in the Richmond City Schools. This year they had great interaction with Gary Schmidt, author of many books, but who featured Lizzie Bright and the Buckminster Boy on this visit. Then, we move on to the 63rd Book & Author with the continued support of Verizon as the title sponsor. We are deeply appreciative to Verizon for its fifth year of sponsorship of this event. During the past five years, with the support of Verizon and our other major sponsors, Richmond Times-Dispatch, Dominion, Troutman Sanders LLP, and SunTrust, the event has moved to the Greater Richmond Convention Center and has increased from 800 guests to this year’s sell-out crowd of 1,432! This all added up to increased funding for the League’s mission. Joining us in the Author’s Circle with Universal Leaf Corporation was Bon Secours. Welcome and thank you! We thank Bob Seabolt, Troutman Sanders LLP, for pushing us forward on the corporate front for this long-standing event!

The League is also fortunate to have so many sponsors who contribute in-kind gifts that enable us to use our earned income on our community impact. These include the Richmond Times-Dispatch, Assura Inc., James River Air Conditioning, Inc., Community Idea Stations, Clutter Cleaner, Fountain Book Store, and Narnia Children's Books. And, many thanks go to Wally Stettinius, Cabell West, and Brydon DeWitt, who supported the League in its efforts this year.

It was also a year of great loss for the League and our community with the death of Philip J. Bagley, IV, husband of past president Sally Bagley, longtime partner in the firm of Troutman Sanders LLP, and a member of our Community Advisory Board for 34 years. Phil was a great friend to the League and always there when we had a legal issue.

We cannot close this year without some staff celebrations. Martha Ware Bryan has completed her 19th year working for the League. She began as assistant to Elaine Davila in 1993 and moved to the role of Office Manager/Bookkeeper ten years ago. Thank you, Martha Ware, for your commitment to the League. And, our Director, Retail Operations, Mark Gaddis, celebrated his five-year anniversary. You’ve all seen the remarkable progress that Mark has made at our thrift stores, including opening #2! Thank you, Mark, for your diligence, retail expertise, and dedication to the League. And, lastly, Ann Michele Sweeney celebrates five years as Controller – always keeping a continuous eye on our finances.

And, I thank each member of the League for your contributions during the past year that have enabled it to meet its mission and move it forward, in the League, and in our community. The power of a group of committed women!

Jane Helfrich
Executive Director

“Each year, with the training and hands-on experience that our members receive, we are providing more experienced volunteer power and capacity to our community.”
Through every community program, training, and event, the Junior League of Richmond (JLR) further promotes the importance of voluntarism to our members, those that we serve, and our community at large. Voluntarism is at the center of how and why the Junior League of Richmond operates. Our members feel the responsibility to promote the well being of others in our community. By promoting voluntarism amongst our members and others within the community, the impetus for change occurs. We are the spark that is needed to create the fire for change. This past year, there were 1,164 Junior League of Richmond members who served the Richmond community and contributed over 30,000 hours of service.
Promoting Voluntarism

- 614 donors, through their generosity, enabled the JLR to bring our mission to life
- 47 volunteer training sessions held for 300+ JLR members to develop their potential as community volunteers and leaders
- 12 community leaders joined the JLR Community Trustees Board to help the JLR continue to meet the needs of Richmond
- 110 New Members in the Fall and Spring 2007-08 classes
- New Members completed a combined 1100 hours at the Clothes Rack
- New Members planned and worked the 2nd Annual Kids in the Kitchen Event at the Science Museum of Virginia
- The New Member Task Force was created to examine the New Member Experience from all angles and administer a general membership survey focused on the member’s experience as a New Member.
- The Placement Committee created a member match tool to go along with the Placement Guide that allowed members to easily and effectively choose a placement that matched their skills, interests and schedules.
- 7 General Membership Meetings for the year with great attendance with mostly standing room only
- Jan Langbein of the Junior League of Dallas, recipient of the Association of Junior League International’s highest honor, the Mary Harriman Community Leadership Award, visited our League and spoke about voluntarism and leadership
- To meet the changing needs of our busy volunteers, we held our first-ever lunchtime General Membership Meeting at the Mayo Carter House
- Annual Meeting and Dinner at Willow Oaks Country Club with close to 200 members in attendance
- The Recruitment Committee hosted open houses and bring-a-friend events to ensure that we would have an engaged, vibrant, diverse new member class.
- 90 women applied to be a part of the Spring 2008 New Member class.
- The Transfer Committee welcomed 30 new transfers to the Richmond League this year and worked hard to make sure they were comfortable in their new League.
From guiding New Members into League life, to enhancing the experiences of Active Members through training opportunities and social events, the JLR sought to develop the potential of women in several new and significant ways in 2007-08. The League offers many opportunities in both formal and informal ways of development for all levels of membership. The JLR is not only a safe place to try new interests and expand on personal skills, but it gives members the opportunity to lead projects and committees, focus on work output while also creating a positive membership experience as well as offering members the opportunity to attend national and regional conferences.

New Members bolstered their training by planning and conducting the 2nd Annual Kids in the Kitchen event at the Science Museum of Virginia. The new Active Member Advisors (AMA) Committee provided individualized guidance to every Active Member, from simple answers to complex solutions, triumphing over its first-year trials. A social calendar with something for everyone — happy hours, family events, sports clinics and cooking classes, highlighted by the sellout 2nd Annual Fresh Market Wine Gala — attracted members, enabled recruitment, and boosted retention efforts. More than 300 League members participated in the varied learning opportunities offered by TILI, the League’s Training Institute for Leadership Impact, in its first full year.
Developing the Potential of Women

• Active Member Advisors received extensive training before the season began, supplemented throughout the year with additional courses and real-life experience.

• As the AMA program evolves, it is hoped that it will become an integral part of the Active member experience, enhancing satisfaction and, ultimately, retention.

• This year’s 2nd Annual Fresh Market Wine Gala was a huge success! The Fresh Market closed its doors to the general public on April 23rd for this special fundraising event benefitting the Junior League of Richmond. The Fresh Market and Republic National Distributing Company presented a selection of wines and hors d’oeuvres that delighted the most discerning palate. More than 300 people attended, raising $8,500 for the League’s community programs.

• There were very well attended Happy Hours throughout the year: BlackFinn Saloon, Edgar Allan Poe’s Unhappy Hour, Cabo’s Corner Bistro, Capital Ale House, Can Can Brasserie, Racine, City Limit, VMFA’s Art After Hours, Metro Grill and Pour House.

• The League’s “future members” had an evening of fun in March at Romp N’ Roll which graciously donated the entire fee back to the League!

• Tennis and golf clinics were hosted at Willow Oaks Country Club.

• In November, The Compleat Gourmet hosted a cooking class where League members and friends conquered their concerns of whether to make perfect hors d’oeuvres or a dinner from scratch.

• Nineteen women attended TILI’s Leadership Day in May 2008, an invitation-only event for members who had self-nominated in the fall of 2007.

• TILI courses offered to the League’s general membership included “Servant Leadership,” “Birkman Insights,” “Leading With Inclusion,” “Speaking With Clarity” and “Coaching For Performance.”

• TILI faculty conducted specific trainings for the JLR Board and committees, including Board Training, Chair Success Clinic, Active Member Advisor Training, Nominating Birkman Team Training, Management Team Birkman Team Training, and Marketing & Promotions Teambuilding.

• TILI launched its first online course, “Online Nonprofit Financial Management – Budgets” in January 2008, and is exploring podcasts.

• Expanding beyond Richmond, TILI offered training opportunities to the Junior League of Charlottesville, which brought the JLR $300 in revenue.

• Two new Birkman certified trainers, Kathleen Demro and Melissa Durst, were added to the TILI faculty.
While developing the potential of women and promoting voluntarism, the Junior League of Richmond (JLR) worked mindfully to improve the community in which we live. Specifically, during the year, JLR volunteers created and supported 20 partnerships with Metro Richmond non-profits, completed 17 Done-in-a-Day community outreach projects (completed by more than 80 percent of JLR members!), provided eight educational programs by Families First committee to families at the Sacred Heart Center, and partnered with one new Community Response Team partner — Southside Child Development Center — with whom the JLR is building capacity through Board development, fundraising strategies, and facility improvement.

Some of our 2007-2008 JLR Community partners were the Downtown YMCA Early Learning Center, Elizabeth Redd Elementary School, JEB Stuart Elementary School, John B. Cary Elementary School, Westover Community Center, William Byrd Community House, and Chimborazo Elementary School.

In addition to the above community involvement, the Sustainer “Doers Committee” improved the facility at the Fan Free Clinic and the outside appearance and landscaping of the Southside Child Development Center.
Improving Communities

The JLR’s volunteers worked diligently on our flagship events in 2007-2008 to raise money to continue our community programs throughout Richmond, specifically:

• The JLR experienced tremendous success with the 63rd Annual Book & Author Dinner by having more than 1,400 people in attendance of the sold-out event and by raising nearly $100,000 to be used in fulfilling the JLR mission. This year, 400 children at six schools heard from the authors.

• The JLR’s 2nd Annual Kids in the Kitchen, an international Junior League initiative to fight childhood obesity, was a terrific success with 112 children and adults in attendance. Children participating in the JLR’s Kids in the Kitchen came from GW Carver Elementary, JEB Stuart Elementary, Elizabeth Redd Elementary, Southside Child Development Center, Sacred Heart Center, and the North Richmond YMCA. The families learned how to make positive changes in their health and safety, food preparation and overall physical activity levels through 17 activity stations.

• The JLR’s 2nd Annual Touch-A-Truck event in October 2007 was another big success, raising more than $14,000! There were more than 1,200 people in attendance – almost doubling attendance from the first year. Children ages 1-9 were dazzled by over 25 vehicles, special demonstrations, crafts, clowns, a bounce house and lots of yummy food.

• The JLR’s 4th Annual Junior Book & Author event in March 2008, featuring Newbery Honor winning author Gary D. Schmidt, author of Lizzie Bright and the Buckminster Boy, among others, was a phenomenal success. This year, the event raised more money for the JLR’s community programs than ever before.

Through a variety of community outreach programs, JLR members continued to touch the lives of children, teens and seniors throughout the greater Richmond community. These events and programs include:

• 450 children and parents from 4 elementary schools and 3 Richmond community centers enjoyed JLR’s Literacy Through Art Outreach program where art and books are brought together through a partnership with the Children’s Museum of Richmond

• 200 children, teens and seniors were served by the Community Sampler Committee through hands-on volunteering with six community partners

• 200 middle school students from 29 schools participated in the Prejudice Awareness Summit

• 160 volunteers assisted 200 children to prepare for school through JLR’s partnership with YMCA Bright Beginnings
Sources of Funds

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<td>Book &amp; Author</td>
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Uses of Funds

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<td><strong>Total Expenditure</strong></td>
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<td>100%</td>
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Total Net Income: $56,881
### Donors

#### President's Circle

*Members of the Junior League who contributed gifts of $1,000 and above*

- Amanda and Farhad Aghdami
- Elizabeth Baker
- Vickie W. Blanchard
- Edie Hofstead Cabaniss
- Kathleen and Joseph Demro
- Mrs. James S. Evans
- Mr. and Mrs. Allen Mead Ferguson
- Mr. & Mrs. Jonathan Frank
- Mr. and Mrs. William H. Goodwin, Jr.
- Mr. and Mrs. John S. Helfrich
- Freeman Family Fund of The Community Foundation Serving Richmond and Central Virginia
- Mary Catharine Ginn Kolbert
- Patricia S. Loughridge
- Mrs. W. Alan McCollough
- Greta (Cherry) Brown Peters
- Mr. and Mrs. Robert Q. Rhodes
- Panny Rhodes
- Angela and Eric Robinson
- Mrs. Richard Sidney Sutton
- Mr. and Mrs. William D. Thomson
- Barbara B. and James E. Ukrop Fund of The Community Foundation
- Julie and Paul Weissend
- Cabell Goolsby West

#### 1926 Society

*Bequests made to the League*

- Margaret Battle
- Kathleen Demro
- Taylor Mundy
- Camilla Rohrbach
- Michelle Thomson

#### Gifts of $30,000 and above

- Assura, Inc.
- Richmond Times-Dispatch\(^\d\)
- Verizon\(^\d\)
- Gifts of $10,000 to $25,000
- Clutter Cleaner
- Dominion\(^\d\)
- James River Air Conditioning, Inc.
- SunTrust
- Troutman Sanders LLP\(^\d\)
- Ukrops/First Market Bank\(^\d\)

#### Gifts of $5,000 to $9,999

- Bon Secours for Women
- Food Lion, LLC
- J. E. Liesfeld Contractor, Inc.
- Universal\(^\d\)

#### Gifts of $2,500 to $4,999

- Hilb, Rogal and Hamilton Company of Virginia\(^\d\)
- Kaufman & Canoles
- McGuireWoods LLP\(^\d\)
- Performance Food Group\(^\d\)
- Regions Bank/Morgan Keegan

#### Gifts of $1,000 to $2,499

- Altria Group, Inc.
- Amanda and Farhad Aghdami
- BB&T Bank
- Elizabeth and David Baker\(^\d\)
- Vickie W. Blanchard\(^\d\)
- Edie Hofstead Cabaniss\(^\d\)
- Car Pool LLC
- J A Cole & Associates\(^\d\)
- Kathleen and Joseph Demro\(^\d\)
- Mrs. James S. Evans\(^\d\)
- Mr. and Mrs. Allen Mead Ferguson\(^\d\)
- Mr. & Mrs. Jonathan Frank\(^\d\)
- Mr. and Mrs. William H. Goodwin, Jr.\(^\d\)
- Mr. and Mrs. John S. Helfrich\(^\d\)
- Hunton & Williams

#### Gifts of $500 to $999

- Anonymous\(^\d\)
- Mrs. Bowlman T. Bowles, Jr.\(^\d\)
- Ting W. Bresnahant\(^\d\)
- Mrs. William Hill Brown, III\(^\d\)
- Carmax
- Mrs. Joseph D. Cheely\(^\d\)
- Comcast Cable Communications
- CWD Kids
- Mr. & Mrs. James M. Daniel, Jr.\(^\d\)
- Richard & Rikki Dodson\(^\d\)
- Harris Williams & Co.
- Ms. Elizabeth Cabell Jennings\(^\d\)
- Denice McHale
- Josephine J. Miller\(^\d\)

#### Gifts of $250 to $499

- Heather Anderson
- Mrs. Philip J. Bagley, III\(^\d\)
- Patsy L. Barr\(^\d\)
- Lynda W. Beck\(^\d\)
- Laura Boland\(^\d\)
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- Usha Koduru
- Mr. and Mrs. David C. Landin\(^\d\)
- Stuart and Pepper Laughon\(^\d\)
- Mrs. Wendy Lohr Hopp in memory of Kathleen Radford Demro
- Luck Stone Corporation

#### Gifts of $250 to $499

- Mrs. Harry G. Moore, Jr.\(^\d\)
- Taylor Mundy\(^\d\)
- Brooke Murphy\(^\d\)
- Employees of Union Bankshares Corporation
- Susan Y. Patton\(^\d\)
- Kay Poynor\(^\d\)
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- Eugenia H. Roper
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- Helen J. Ryan\(^\d\)
- David and Katherine Schenck
- Tina and Hank Schepker
- Scott & Stringfellow, Inc.
- Katherine Secrist
- Mrs. Robert S. Spratley\(^\d\)

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- Anonymous\(^\d\)
- Mrs. Bowlman T. Bowles, Jr.\(^\d\)
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- Harris Williams & Co.
- Ms. Elizabeth Cabell Jennings\(^\d\)
- Denice McHale
- Josephine J. Miller\(^\d\)
Mary K. Lee McDonald†  
Elizabeth and Scott McLaughlin  
Mrs. George W. Norris†  
Bob and Andrea Parkinson  
Mr. and Mrs. Larry Parpart  
Nelle C. Pender and Hugh F. Gouldthorpe†  
Mrs. Peyton M. Pollard†  
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Leslie Rising†  
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William and Kay Tyler†  
Virginia Portable Storage, LLC  
Jared and Courtney Wall†  
Virginia and Michael Ward†  
Isabella G. Witt  

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Amelie W. Allen†  
Anonymous in memory of Alice Reed Preston†  
Mrs. Richard J. Baker†  
Courtney Barrack†  
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Mrs. Richard M. Clary†  
Liz Costello  
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